

Rep Order# 8883067 Ver# 1 Status New
EC'd No

Traffic Order# 657142

Printed: 10/15/2012 11:13 AM
Last Received: 10/15/2012 10:56 AM
Showing Buylines: All Lines

1 of 2

Station KUCW-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

FLIGHT DATES ARE 10/16-22 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	630P-7P	THE BIG BANG THEORY	:30	\$800.00	10/16-10/19	2	1	2	\$1,600.00	

---REPORT TOTALS---

Report Totals: 2 / \$1,600.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$1,600.00

Sales Totals: 2 / \$1,600.00

Station Totals: 2 / \$1,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$14,545	CABL 0%	KJZZ 0%	KPNZ 0%	KSL 30%	KSTU 5%
		KTVX 24%	KUCW 11%	KUPX 0%	KUTV 30%	UNKN 0%
Books	null					
Demos	RA35+					

Rep Order# 8883067 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/15/2012 11:13 AM
Last Received: 10/15/2012 10:56 AM
Showing Buylines: All Lines

2 of 2

Station KUCW-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263